ABSTRACT

The present invention is a method and apparatus for inserting data into a video stream in conjunction with and as a part of a visual and contextual experience in a broadcast or other distribution method. Digital Donut (Donut) is a video application that runs on analog or digital video programming, distributed over broadcast, cable, CD, DVD, broadband and/or other distribution methods. Digital Donut provides a method and apparatus for taking non-video-originated (NVO) content and repackaging it for transmission in a broadcast or streamed medium (Primary Content). The Digital Donut may be comprised of elements that permit the repackaging of the NVO data and the subsequent distribution and insertion of that repackaged NVO data into the broadcast feed.   The users of the system will be able to employ it for marketing, commercial or other content enhancement, often making changes on the fly which will permit up-to-date data to be transmitted in a time related manner that is directly relevant to the program or Primary Content being viewed.

The Donut package may be transmitted using traditional and/or enhanced broadcast, cable and/or other distribution methods, and may be inserted into video content originating in traditional broadcast studios, CD-ROMs, DVDs, broadband web applications, and similar sources. Once the NVO content is inserted into the video stream, it becomes part of the video stream and may be manipulated as such. Alternatively, the NVO content may be inserted into other platforms, including gaming consoles (e.g. Sega).

The Primary Content, which may be broadcast or other distribution medium, may create context and may provide a uniform group experience for viewing NVO content as opposed to other convergence Internet/TV systems which may permit browsing of